

TO: BOSTON R.O.U. / BUFFALO R.O.U.

DATE: 8/4/97

FOR: Dissemination To:
All Sales / Retail Reps with Tedeschi / LI'l Peacho/m: 8-7-97

CHAIN PROMOTIONAL INFORMATION

CHAIN NAME: TEDESCHI / LI'L PEACH

CID #: 0981 01 00
0981 02 00

PROMOTION TYPE: SIGNAGE

SUPPLIER:

DESCRIPTION: NO BULL STICK TO STICK PASTER

BRANDS: NO BULL

AUTHORIZED LOCATIONS: ALL STORES

TIMING: 8/8/97 - 9/20/97

1635- RM
20
26

DISPLAY METHOD: WINDOW SIGN PLACED BACK TO BACK WHERE POSSIBLE

ACTION REQUIRED: PLACE PASTER

COMMENTS:

AUTHORIZED BY: STEVE MONACO

R.J.R. REP: J. L. MERUSI

See Attached Letter of Authorization!

DIVISION: 1142
PHONE: 800 340 7390
FAX: 508 923 0240

51862 4122

TEL:

Aug 01 '97 11:16 No.004 P.02

To: All Stores
From: Steve Monaco
Date: August 1, 1997
Re: Winston "No Bull" Sign Support

We have given authorization to R. J. Reynolds to provide each store with a sign the week of August 18 to support the Winston "No Bull" program. This is a temporary sign and is authorized for a 4 week period. The sign must be taken down by you, no later than September 20. Please have this hung in a visible window of your store, where space allows.

If you have any questions please feel free to call.

cc: Charlie Fitzgibbons, Bob Tedeschi, Steve Quinn, Area Supervisors
Field Reps, Jim DeMello, Stan Doucette

51862 4123

TO:

BOSTON ROU - 1110
BUFFALO ROU - 1610

DATE:

8/1/97

FOR:

DISSEMINATION TO APPROPRIATE PERSONNEL -

CHAIN PROMOTIONAL INFORMATION

CHAIN NAME: TEDESCHI'S FRANCHISE CORP.CID #: 0981-02-00PROMOTION TYPE: PRICE REDUCTIONSUPPLIER: GARBER BROS.DESCRIPTION: .30¢ PER PACK ~ ALL PAYMENTS WILL BE MADE AT HEADQUARBRANDS: DORAL & MONARCH - ALL STYLES

c/m: 8-7-97

AUTHORIZED LOCATIONS: ALL STORESTIMING: BEGINS 8-18-97 UNTIL FURTHER NOTICE.

1638-RM

20
26DISPLAY METHOD: UTILIZE PERMANENT DISPLAY FOR SAVINGS.ACTION REQUIRED: PROPER PRICE COMMUNICATION AND INVENTORY.PLEASE NOTIFY ME OF ANY PROBLEMS AT STORE LEVEL WITH THIS
PRICE CHANGE.COMMENTS: THE INCREASE FROM .10¢ TO .30¢ IS IN RESPONSE TO GPC
INCREASING THEIR BUYDOWN RATE TO .30¢.AUTHORIZED BY: STEVE MONACOR.J.R. REP: J. L. Merusi

CC: RM'S

DIVISION: 1142
PHONE: 508-923-0521
FAX: 508-923-0240

51862 4124